GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:3167
ANSWERED ON:21.03.2007
PROFITABLE MOBILE PHONE SCHEMES OF MTNL
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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether the MTNL and BSNL have launched any New Year (2007) bonanza of incentives to promote various schemes;

(b) if so, the details thereof;

(c) the estimated annual cost thereof;

(d) whether any other profitable mobile phone schemes are proposed by Mahanagar Telephone Nigam Limited (MTNL);

(e) if so, the details thereof and the reasons therefor; and

(f) the time by which the schemes are likely to be implemented?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD)

(a) & (b) The New Year (2007) bonanza of incentives to promote various schemes launched by MTNL and BSNL are given in the Annexure.

(c) Normally these schemes are launched for getting new customers and encouraging more calls. It is expected that additional revenue generated will be more than offset the incentives given.

(d) to (f) MTNL is always revising the tariffs under various plans/schemes to meet the customer requirement, aspirations for all segments of society and to keep the services competitive. MTNL's Jeevan Saathi and One India Plan are already quite popular.

ANNEXURE

Schemes launched by MTNL as New Year (2007) bonanza:

1. Delhi
$ Monthly rental of One India Plan in Delhi was reduced from Rs. 299/- to Rs. 180/- w.e.f. 01.11.2006.
$ STD tariff of landline has been reduced from Rs. 2.40 per minute to 2.00 per minute w.e.f. 01.01.2007.
$ Local call rate between landline to own mobile (Dolphin, Trump, WLL, Garuda) has been revised from Rs. 1.20/- per minute to Rs. 1.20/- 3 minute w.e.f. 01.01.2007.
$ Relaunching of promotional plan 1+1 for basic service (Landline from 05.12.2006 for three months.
$ Benefit in booking of MTNL landline extended for 90 days from 01.01.2007.

2. Mumbai
@ Tariff from landline and WLL to MTNL own network has been made local with Rs. 1.20 per 180 seconds.
@ Tariff from landline/WLL to MTNL Delhi landline/WLL has been reduced from Rs. 1.20 per 30 seconds to Rs. 1.20 per 180 seconds.
@ STD tariff of landline/WLL has been reduced from Rs. 2.40 per minute to Rs. 2.00 per minute.
@ Only incoming plan for landline with Rs. 150/- rent per month has been made regular.

Schemes launched by BSNL as New Year (2007) bonanza:

Various field units of BSNL launched special packages for the New Year 2007 to attract customers. The salient aspects of the schemes are as follows:
Full talk time/extra talk time on some denominations.
Extra validity period on select recharge coupons.
Enhanced talk time for students.